© Entire contents copyright 1986 by Crain Communications Inc. All rights reserved.

$1.25 a copy; $57 a year

Monday, March 17, 1986

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections, Section 1.

Slick Schick ads play for laughs

Warner-Lambert's Schick disposable razor saves this college student from the humiliation of a hideous case of "the exaggerated beard" in an upbeat, humorous new ad campaign, targeting males 16 to 34. J. Walter Thompson USA handles. *(See story on Page 3.)*

U.S. scraps $20 billion ad-tax threat

By STEVEN W. COLFORD

WASHINGTON—The Reagan administration last week scrapped a plan that would have squeezed billions in tax dollars from corporate advertising expenditures.

The tax proposal, which would have ended advertising's status as a fully deductible business expense, was put to rest at a private briefing for ad industry leaders by the Treasury Department. Roger Mentz, deputy assistant treasury secretary for tax policy, acknowledged that reshaping the tax code to the detriment of large and small advertisers imposed more adverse effects than the administration was prepared to bear.

Until then, the proposal was considered part of the tax-reform package being shaped by Senate finance committee chairman Robert Packwood (R., Ore.).

Though no longer part of the Packwood plan, ad industry officials said they would maintain their anti-tax vigil. "We won't quit until the stake is in Dracula's heart and we know it won't come back to life," said Dan Jaffe, senior vp, Assn. of National Advertisers.

First put forward as a revenue-raising option by the Treasury Department (AA, Feb. 17, *et seq.*), the proposal would have reduced the deductibility of advertising expenses from 100% to 80%. A subsequent version, opposed by the ad industry with equal vigor, would have allowed an 80% deduction in the year the advertising expenditure was made, and allow the remaining 20% to be deducted in 4% increments in each of the next five years (AA, March 10).

Both plans would have raised approximately $21.6 billion over five years, according to Treasury and outside estimates.

Industry officials said Mr. Mentz contended the deductibility option was the brainchild of the Senate finance committee staff and was rejected by the administration as bad fiscal policy.

"Everything he said about the proposal was negative," said Mr. Jaffe. "It was like what he was saying had been scripted by us—its impact on the economy, its arbitrariness and all. We couldn't have said it any better."

Others at the briefing were ANA president DeWitt Helm; Howard Bell, president of the American Advertising Federation; Wally Snyder, AAF senior vp; Bill Gorog, president, Magazine Publishers Assn., and Bernie Ryan, vp, American Assn. of Advertising Agencies.

Opposition to the proposal was mounted by business as well as by the ad industry, which launched what Mr. Helm called an unprecedented lobbying effort against it.

Bill Diefenderfer, chief counsel

(Continued on Page 102)

New high-yield Folgers battles coffee price rise

By PATRICIA WINTERS

Procter & Gamble, responding to skyrocketing wholesale coffee prices due to a six-month drought in Brazil, is rolling national with an 11.5-oz. Folgers brand that yields the same amount of brewed coffee as a 1-lb. can, but costs about $1 less.

Folgers Special Roast Flaked coffee uses an improved fast-roasting technology and fewer raw coffee beans to produce what Cincinnati-based P&G believes is the same taste as regular coffee. A three-month national print and tv campaign for the product, via Cunningham & Walsh, New York, breaks March 25.

High-yield coffee is not new. Following the Brazilian freeze in the mid-'70s, when retail prices peaked at $3.47 per pound, most coffee marketers came out with high-yield brands in 13-oz. cans. General Foods initiated the segment with its Maxwell House Master's Blend, which was then followed closely by Folgers' Flaked. But Folgers' new entry is the first 11.5-oz. high-yield variety that produces the same liquid as a pound.

The 11.5-oz. product, which was tested in Oklahoma and Texas, carries a suggested retail price of $2.77 a can. The average national price of a 1-lb. can of coffee in late February was $3.15, with some leading brands topping $3.75. New Special Roast Flaked will also be sold in 23-oz. cans, yielding a 2-lb. equivalent, and 33-oz. cans, yielding a 3-lb. equivalent.

With the Brazilian drought forcing up coffee prices, and predictions that prices could average $4.50 a pound by yearend, Folgers new high-yield brand gives P&G

(Continued on Page 104)

Last Minute News

Jonathan Logan fashions agency review

NEW YORK—Jonathan Logan is reviewing agencies—including Chiat/-Day, Grey, Peter Rogers and Warwick—to handle a new $7 million-to-$10 million campaign for all its divisions, including Villager and Misty Harbor. There is no immediate past agency of record, sources say. Rogers had handled Batem Enterprises' Brooke Shields clothing line, which has not been advertised since last year (AA, April 8, *et seq.*). Amid reports of disappointing sales, rumors have surfaced that Batem may discontinue the line. Batem executives could not be reached for comment.

Sprint venture drops Ally from review

BURLINGAME, CAL.—US Sprint Communications [illegible] Ally & Gargano, New York, from its $70 million review (AA, M[illegible] seq.). The move follows appointment of Edward Carter to the ne[illegible], of senior vp-sales and marketing at the telecommunications joint venture. Mr. Carter, most recently a consultant, was senior vp-marketing at MCI Communications from 1983 to 1985. MCI dropped A&G last month when it consolidated its account at D'Arcy Masius Benton & Bowles (AA, Feb. 13).

(Continued on Page 8)

Soft market nags daytime tv sales

By VERNE GAY

NEW YORK—The most profitable daypart in network tv is now one of the most troubled.

Network executives at ABC-TV and CBS-TV have been puzzled by a prolonged sales drought in daytime tv. Prices have weakened so dramatically that some buyers entering the market on a weekly basis have cut deals 30% to 40% cheaper than upfront inventory costs.

ABC reportedly has more unsold inventory than CBS, while NBC has very little. The lowest-rated network in daytime, NBC has been artificially tight in first-quarter daytime because of make-goods to advertisers.

The problem is so pronounced that this year's daytime upfront market could be adversely affected. The networks sold more than $880 million in daytime upfront for 1985-86, a 10% decline from the year before. They had held the line on upfront prices in anticipation of another strong scatter market in 1986. But as one agency executive said, "It was a false marketplace last year."

Despite daytime's woes, other network dayparts, especially late night, were believed to be more firm. Sports, however, is still soft.

CBS Inc. chairman Thomas Wyman last week surprised analysts by predicting his company would post first-quarter net profit of between 25¢ and 50¢ a share, in part due to recent strength in ad sales. That performance would not equal the 56¢ a share profit CBS reported in the 1985 first quarter. Analysts, however, had predicted a

(Continued on Page 102)

ARF
50th YEAR

ARF's 50th

To note the 50th anniversary of the Advertising Research Foundation, Advertising Age presents in this issue:

- Research Roundtable: A discussion on the role of research among five distinguished marketing researchers. Page 3.
- A look back at 50 years of the ARF. Page 48.

NEWSPAPER

DC 20014
WASHINGTON
4520 EAST-WEST HWY 8800
SRI ACQUISITIONS
CONGRESSIONAL INFO SERVICE
CONGCL AA 861199 99 ENA
*****5-DIGIT 20014

HIGHLIGHTS

Ad-tax plan bites dust 1
The Reagan administration last week scrapped a plan that would have squeezed billions in tax dollars from corporate advertising expenditures. The proposal was put to rest at a briefing for ad industry leaders by the treasury department.

P&G tries new high-yield coffee 1
Procter & Gamble, responding to skyrocketing wholesale coffee prices, is rolling national with an 11.5-oz. Folgers brand that yields the same amount of brewed coffee as a 1-lb. can, but costs about $1 less.

Schick thinks young 3
Schick is going after the young shavers with a new hair-raising campaign that takes a fast-paced, rock 'n' roll approach.

Liquid dishwasher soap fight on 3
Economics Laboratories is winning the race to introduce a liquid automatic dishwasher detergent by rolling out Electrasol liquid, but entries and advertising from at least two of the Big 3 soap companies aren't far behind. At stake is the leadership position in a category analysts expect could grab as much as 20% of the $550 million automatic dishwasher detergent market.

De Laurentiis teams with Bozell 3
De Laurentiis Entertainment Group, a new challenger to the Hollywood movie establishment, has put the pieces in place to launch an ambitious 12-film slate with last week's hiring of Bozell, Jacobs, Kenyon & Eckhardt/Pacific.

Shops shy away from drug tests 3
Many ad agency executives are rejecting a drug-testing recommendation from the President's Commission on Organized Crime, but some shops may have to go along if the plan takes effect. An Advertising Age roundup.

DYR in German deal 6
DYR, the joint-venture agency owned by Dentsu and Young & Rubicam, will announce this week it has acquired 40% of R.W. Eggert, Duesseldorf. Eggert is the largest independent agency and the eighth-largest over-all in Germany.

Financial marketing gets tough 26
Deregulation in banking has created "the most competitive market ever," and the trend toward consolidation will lead to more "winner take all" situations for advertising agencies. That point was made repeatedly at the Financial Institutions Marketing Assn. conference this month.

Big Mac: Research ignores kids 28
The head of McDonald's Corp.'s media department last week sharply criticized both major media-research organizations for failing to provide adequate research on preteen tv viewership and chastised agencies for not demanding such data.

Signature tunes out tv 92
Stroh Brewery Co. is swearing off tv for its mid-May national media launch of Signature super-premium beer in favor of an eight-page advertorial in 15 to 20 magazines.

'Working Woman' to celebrate 99
Working Woman is working on a 10th anniversary celebration that includes two new annual awards and the largest issue in its history. The HAL Publications monthly, which made its debut in November, 1976, straddles two magazine categories: Women's interests and business.

FEATURES

Inside the MCI campaign 56
Focus-group research provided Ally & Gargano with useful tools for marketing MCI Communications Corp. An excerpt from "On the Line: The

Men of MCI—Who Took on AT&T, Risked Everything and Won!" by Larry Kahaner relates the discovery of consumer beliefs about phone charges and big business that were incorporated into the ad campaign.

INTERNATIONAL

London papers go color 74
Newspapers in London have suddenly taken on a new, more colorful look since the introduction earlier this month of Eddy Shah's new tabloid, Today. The new paper uses 16 pages of color ads and photographs daily, and Mr. Shah's competitors are struggling to match his efforts. So far, the results have been lackluster, but not for lack of trying.

Burnett arms for assault abroad 74
Chicago-based Leo Burnett Co.'s international division faced a tough 1985 after Nestle moved $40 million in overseas billings from the agency. The result, partially due to poor exchange rates, was that Burnett's gross income overseas dropped 0.7% to $90 million while overseas billings fell 0.5% to $599 million. Most of the other top 10 agencies with offices overseas saw their billings jump at least 10% last year.

OTHER NEWS

The impending acquisition of White Consolidated Industries by Swedish appliance giant AB Electrolux will make Electrolux the largest appliance marketer in the world and give it a No. 3 position in U.S. market share. But the takeover is not expected to have a disruptive impact on the domestic appliance market. Page 4.

Crain Communications Inc., publisher of Advertising Age and 25 other titles in the U.S., has purchased *Media World*, a London-based monthly covering the U.K. media scene, from Media World Publications Inc. Page 6.

Election year 1986 will come and go without the American Assn. of Advertising Agencies pointing a finger at what it believes are unfair and negative political ads. Despite what the Four A's considers a successful political ad monitoring program in 1984, the association has decided to lie low this year and "keep its powder dry" for 1988. Page 26.

BBDO International and CBS-TV are at odds over a report the agency released last month that claimed the Big 3 networks' total share would decline 11% by 1990 and that household costs-per-thousand would increase by 80%. Page 28.

Catalog marketers are optimistic that they are out of the slump that overtook them early last year. After meeting last month, most members of the Direct Marketing Assn.'s Catalog Leaders said they see continued improvement ahead. *In Direct Marketing*. Page 32.

Popeyes Famous Fried Chicken and Biscuits, fresh from its split with Doyle Dane Bernbach, is hiking 1986 advertising expenditures 25% to almost $13 million while striking different approaches for new and mature markets. Page 55.

Last year was a disappointment in total ad spending and in the financial results of most of the public advertising agencies. "Essentially, total spending was below where anybody thought it would be at the beginning of the year," said one analyst. Page 101.

Panasonic has shifted $10 million to $15 million worth of billings for its electronic typewriters and copiers to Cunningham & Walsh from Ted Bates Advertising, in a move that consolidates the company's office-products advertising with one agency. Page 101.

CAMPAIGNS BREAKING

General Mills, Minneapolis, today breaks the second Bugs Bunny/Trix Rabbit tv spot for Trix cereal (AA, Jan. 6). DFS, New York, handles.

Schoenling Brewing, Cincinnati, today breaks its first national campaign via network radio for its Little Kings Cream Ale (AA, Feb. 17). Spots, from Jerry Mahb & Co., are themed "The most fun you can have drinking a beer."

REGULAR FEATURES

ADWHIRL	98	FOR THE RECORD	101
ADVERTISER PEOPLE	100	FORUM	14
ADVERTISING MARKETPLACE	88	GARFIELD ON THE LOOSE	100
AGENCY PEOPLE	100	LETTERS	20
BACK PAGES	88	MEDIA PEOPLE	56
BRADY	70	MEDIAWORKS	78, 80
BRADY'S BUNCH	88	OBITUARIES	28
CON-SID-ERATIONS	17	PARTING SHOT	70
CORRECTIONS & CLARIFICATIONS	6	PHOTO REVIEW	84
CURRENTS	66	PRESSTIME	8
DIRECT MARKETING	32	REGIONAL NEWS	86
EDITORIAL	17	RESEARCH BEAT	58
		RESEARCH PEOPLE	90
		T.N.T., THE NEXT TREND	72
		U.S. NEWSWATCH	6
		VIDEOTECH UPDATE	90
		WORLD NEWS ROUNDUP	3

FIGURES TO FILE

ADVERTISING PAGES IN MARCH CONSUMER PUBLICATIONS	97
AGENCY FINANCIAL RESULTS, 4TH QUARTER AND YEAREND '85	101

Vol. 57, No. 21—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semiweekly the fourth week in March, the fourth week in June, and the first week in September at 740 Rush Street, Chicago, Ill. 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. $1.25 a copy, $57 a year, $104 two years. Add $143 per year for air delivery to Europe & Middle East. Add $49 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; JOHN HUFFMAN, fulfillment director; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207 (313) 446-0484.

Noble to creative top spot at DDB

By STEWART ALTER

John Noble has been promoted to the key post of executive creative director at Doyle Dane Bernbach/New York, one of the largest agency offices in the city with $469 million in 1985 billings.

In that role, Mr. Noble, 46, succeeds Roy Grace, the former chairman-executive creative director of DDB-U.S.

Mr. Grace recently left with Diane Rothschild to start Grace & Rothschild (AA, Feb. 3, *et seq.*). Ms. Rothschild and Mr. Noble were among the agency's five exec vps-creative directors who had reported to Mr. Grace.

Following Mr. Grace's departure, Robert Gage, creative director of the agency from 1967 to 1970,

(Continued on Page 106)

Gen. Mills pours out 3rd cereal

By JULIE FRANZ

General Mills next month continues its rapid fire of new-product introductions in the $4.3 billion ready-to-eat cereal market with a $24 million launch of Circus Fun children's presweetened cereal.

Circus Fun will be General Mills' third new cereal introduction this year, behind the January bow of Raisin Nut Bran for adults (AA, Jan. 6) and the $24 million introduction in February of Rocky Road, another children's presweetened entry (AA, Feb. 3).

This third cereal introduction puts General Mills ahead of its earlier stated goal of introducing two new cereal brands by

(Continued on Page 104)

West Coast news

T-L/L. A. shakes up creatives

Tracy-Locke Advertising, Los Angeles, has reorganized its creative management along the lines of T-L headquarters in Dallas. Replacing its former organization, in which the creative director oversaw all creative teams, the agency has named separate creative directors to supervise specific creative assignments. In the reorganization, associate creative director Jack Raymond becomes vp-creative director on the Princess Cruises and Vuarnet accounts. Jay Wilson,

(Continued on Page 104)

WCI buy makes Electrolux world leader

By PAT McGEEHAN

The impending acquisition of White Consolidated Industries by Swedish appliance giant AB Electrolux will make Electrolux the largest appliance marketer in the world and give it a No. 3 position in U.S. market share.

But the takeover is not expected to have a disruptive impact on the domestic appliance market.

Months before executives of Cleveland-based WCI were unpleasantly surprised by Electrolux's initial offer of $711 million or $43 a share, they had begun revamping the company's marketing operations and upgrading its facilities to make it more competitive with U.S. market leaders General Electric and Whirlpool Corp.

This newfound aggressiveness was one of the things that attracted Electrolux to WCI in the first place. Electrolux itself has a reputation for being aggressive, having gobbled up dozens of companies around the globe in the last 20 years, while keeping a close eye on the bottom line. When the Stockholm-based company upped the ante to $743 million, or $47 a share, WCI's new ceo Ward Smith acquiesced.

"I'd say it's very likely they will gain share through the synergy of adding strong brand names, but not necessarily at the expense of GE and Whirlpool," said James Magid, an analyst with L.F. Rothschild Unterberg Towbin, New York.

Electrolux had 1985 sales of $5.5 billion, about $1 billion of which came from the U.S., the company's largest market. (Electrolux is not affiliated with Electrolux Corp., a Stamford, Conn.-based division of Sara Lee Corp. that markets Electrolux vacuum cleaners and floor polishers.)

WCI's 1985 sales totaled about $1.95 billion, 85% of which came from appliances. WCI supplies home appliances to national retailers Sears, Roebuck & Co. and Montgomery Ward & Co., as well as marketing four brands of its own: White-Westinghouse, Frigidaire, Gibson and Kelvinator.

The combination of WCI's brands and Electrolux's U.S. subsidiaries—Tappan Co. and Eureka Co.—solidifies the company's No. 3 position in the U.S., where it holds an estimated 15% share of the total appliance market.

Industry observers see the deal as good for both parties. Electrolux will get a full line of U.S.-made "white goods," which it believes will strengthen its already-dominant position in Europe. Electrolux is concerned that its European market share is vulnerable to expansion-minded U.S. appliance companies and may market selected WCI brands overseas.

WCI gains a solid foothold in the booming microwave oven segment. Mansfield, O.-based Tappan Co. owns 8% of the microwave market and 17% of the growing gas range segment. The merged entity would rank second in both electric and gas ranges, with 22% and 24%, respectively.

The deal is expected to have little effect on WCI's ongoing program to consolidate marketing for its four brands under one roof in Columbus, O., or its current five-year, $500 million upgrading of facilities. The aggressiveness the company has shown in recent months under Mr. Smith, who succeeded Roy Holdt after several years as president, is seen as a key factor in attracting Electrolux.

Electrolux has established a policy of allowing its subsidiaries to operate in relative autonomy, pursuing their own marketing and advertising strategies, after the new parent has done some initial streamlining. The company is expected to extend the same freedom to WCI after selling off its non-appliance businesses, particularly its machine tools division.

"Our basic philosophy is to leave each company to make its own advertising and marketing decisions," said an Electrolux spokesman, who added that Tappan is allowed "complete freedom" to make advertising and marketing plans.

"We try to broadly coordinate marketing among the group of companies, but it isn't any ring of steel in terms of dictating policy," the spokesman said. "Companies are very free in making their own decisions."

Any changes in WCI's advertising assignments in the near future will more likely be a result of the marketing consolidation than the merger. The company has been criticized over the years for its uncoordinated marketing operations.

Frigidaire, the only WCI brand name that carries any real weight with consumers, is the only brand handled by a major ad agency: Needham Harper Worldwide, Chicago. Gibson Appliance Co., Greenville, Mich., has been handled by William R. Biggs/Gilmore Associates, a small agency in Grand Rapids, Mich. Advertising for the other brands has been handled in-house.

Placing more emphasis on its strongest asset, the Frigidaire name, may already be in the cards, said one industry analyst. "White under Roy Holdt was more interested in diversification than intensification," said Mr. Magid. "They didn't pursue the advantage of one of the best quality brand names in the appliance industry."

Mr. Magid described Frigidaire's long-running ad campaign that has stressed the durability of its products as "the second-best appliance campaign ever," second only to the "Ol' Lonely" Maytag Co. ads created by Leo Burnett USA. "I think [Frigidaire's is] one of the most imitated ad campaigns in America. It promotes the durability of one product versus the durability of others, and it has shamelessly been ripped off by dozens of companies."

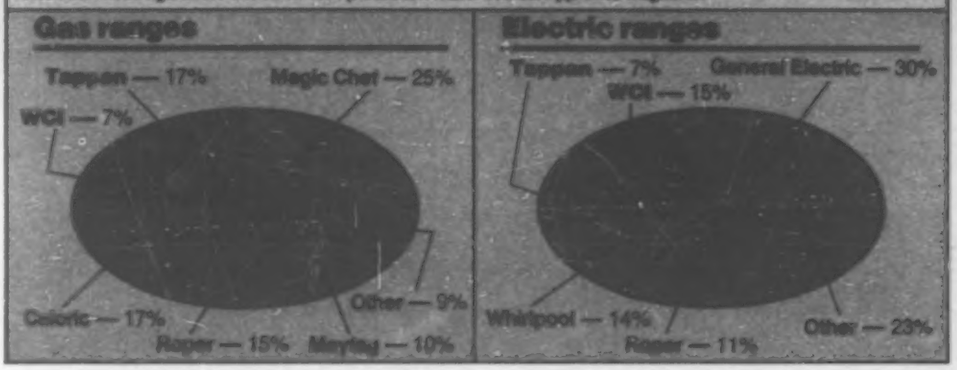
The promotion of Richard Zoellner, former president of Frigidaire Co., to head WCI's marketing operations signals Mr. Smith's recognition that the Frigidaire unit was the company's strongest link with consumers, Mr. Magid said. "Electrolux comes in at a time when White is moving in the right direction. They've got many of the right people in the right jobs and a favorable framework to combine the companies.

"It's as though the Kentucky Derby is fixed and you're the jockey who drew the right horse—you're going to be famous."

Jack Burton in Stockholm contributed to this story.

The strength of Electrolux and Tappan combined

AB Electrolux's acquisition of White Consolidated Industries would create a strong competitor in ranges, both gas and electric. The combination of brands would rank second with 24% of the growing gas range segment and 22% of electrics. These figures are based on 1984 production totals. *Source: Appliance Magazine.*



SGMA expands study

North Palm Beach, Fla.—Sporting Goods Manufacturers Assn. has begun an expanded quarterly study of sporting goods sales, covering 150 products, more than triple the 45 covered last year.

Data will be compiled by NPD Research, Port Washington, N.Y., from a mail panel of 50,000 consumer households per quarter, for a total of 200,000 for all of 1986.

Subscribers may opt for full product coverage or specify either sports equipment or sports apparel/footwear sales reports, SGMA said.

An introductory subscription program has yet to be set.

Information is available from SGMA at 200 Castlewood Dr., 33408.

HISTORY

Discover The Discovery Channel.

Nature. Science. History. Technology. World exploration. Human Adventure. Twelve hours a day The Discovery Channel offers the best entertaining non-fiction programming the world has to offer.

Finally, America's most elusive television audience has a network to call its own.

The Discovery Channel. Only on cable. Catch it!

THE DISCOVERY CHANNEL

For a free program guide and media kit, call Greg Meyer at (301) 577-1999.

SAMPLE IN MALLS
PROMOTE IN MALLS
DEMONSTRATE
EDUCATE
RESEARCH & TEST

Shopping Malls afford the greatest marketing opportunities for live consumer contact.

Founded in 1975, Shopping Center Network is the oldest and largest producer of "**Live Event**" **Product Marketing** in the Mall Industry. We service over 50 of the top Fortune 500 Companies.

Call or write, and we'll show you how to integrate Malls into your '86-87 Marketing Plans.

SHOPPING CENTER NETWORK
SHOPPING CENTER NETWORK
SHOPPING CENTER NETWORK

• New York • Los Angeles • Chicago

DECALS
ALL TYPES & IRON ON
Silk Screen • Litho • 4 Color
Pressure Sensitive • Water Mount
MIDWEST DECALCOMANIA CO
Manufacturers
1100 W. Washington Chicago, IL 60607
(312) 829-0145

Ad Age picks jingle finalists

NEW YORK—ADVERTISING AGE's editors have narrowed their list of contenders for the annual Best Commercial Music of the Year Award to six pieces of music in the "original" category and another six in the "adaptation" category.

The winners in each category will be announced and presented their awards at ADVERTISING AGE's gala awards banquet April 22, at Chicago's Hyatt Regency Hotel.

At that dinner, other AA awards also will be presented, including Agency of the Year, Star Presenter, Best Director and 16 categories of Best Television Commercials.

The finalists in the "original" jingle category (music created specifically for commercials), in alphabetical order by advertiser, are: American Dairy Assn.'s "Get on a Health Kick. . .Milk's Got More"; Kimberly-Clark Corp.'s "Kleenex Says, 'Bless You' "; Montgomery Ward & Co.'s "Things Are Changing at Montgomery Ward"; Nestle Co.'s "Please Don't Eat All the Morsels" for its Nestle tollhouse cookie chocolate morsels; Plymouth division of Chrysler Corp., for "The Pride is Back, Born in America Again," and Stroh Brewery's "Now You're Talking Good Times, and Stroh's is Spoken Here."

AA staffers in all its bureaus also chose the nominees for music adapted from popular songs for use in commercial jingles.

Those contenders, again alphabetically by client, are:

American Greetings' "Why Do Fools Fall in Love?" (based on Frankie Lymon & the Teenagers' '50s hit); Chevrolet trucks' "Lean on Me" (based on Bill Withers' hit); E. & J. Gallo Winery for its Gallo synthesizer theme (adapted from "Hymne," from the "Operasauvage" album by Vangelis of "Chariots of Fire" fame); Procter & Gamble's "Jump" for its Bounce fabric softener (based on the Pointer Sisters' hit "Jump [for My Love]"); Volkswagen GTI's "No Particular Place to Go" (adapted from Chuck Berry's recording), and Wendy's International's "Only Wendy's" (adapted from the Platters' hit "Only You").

More than 20 jingles under each of those two broad headings had been considered.

The price of tickets to the AA banquet (black-tie optional), which are tax-deductible, is $150 per person or $1,500 for a table seating 10 people.

Proceeds of the dinner will go to the Museum of Broadcast Communications in Chicago, a not-for-profit organization designed to preserve, examine, explain and celebrate the history of broadcast advertising. A.C. Nielsen Jr. is chairman of the museum's board. David Ofner, director of corporate development, Foote, Cone & Belding, Chicago, is general chairman of the awards dinner.

Seats can be reserved by filling out the adjoining coupon and mailing it to the museum at 233 N. Michigan Ave., Suite 1800, Chicago 60601.#

Advertising Age Awards Dinner
Tuesday, April 22 • Hyatt Regency Chicago
Benefit for the Museum of Broadcast Communications

Name _____

Title _____

Company _____

Address _____

City _____ State ____ Zip ____

Phone (area code) ____ _____

Please reserve ____ tables (10 people per table) at $1500 per table or ____ seats at $150 per person.

Enclosed is my check for $ _____
(Please make checks payable to: **Museum of Broadcast Communications.**)

Charge my: ☐ VISA ☐ Mastercard

Card # _____

Expiration date _____

Signature _____

Mail to: **Museum of Broadcast Communications, 233 North Michigan Avenue, Suite 1800, Chicago, IL 60601**

Reservations deadline: April 14th.

Tickets will be held at the door. Your cancelled check is your confirmation.

Contributions are tax-deductible to the extent allowed by law.

Popeyes boosts ad budget by 25%

By SHARON DONOVAN

NEW ORLEANS—Popeyes Famous Fried Chicken and Biscuits, fresh from its split with New York-based Doyle Dane Bernbach, is hiking 1986 advertising expenditures 25% to almost $13 million while striking different approaches for new and mature markets.

The chain, which has nearly 600 units, broke a new straightforward campaign this month in 15 of Popeyes' "mature" markets nationwide and in 15 new markets. The look is different but the message is the same—"Love that chicken from Popeyes."

The ads are the first created and produced by Popeyes' in-house following the dismissal of DDB (AA, Feb. 10). Vitt Media, New York, continues to handle media buys.

Popeyes also announced the creation of five regions, with regional marketing managers responsible for helping franchisees customize their marketing strategies.

"No longer will we force the national marketing program, but now we will build each market from the ground up," said Chuck Coffman, advertising manager.

If a market is new, Mr. Coffman said, advertising will focus on chicken. If mature, the advertising will highlight Popeyes' side dishes—red beans and rice, onion rings and biscuits. A spot emphasizing biscuits, for example, shows a biscuit-cutter piercing the dough, pans of piping-hot biscuits emerging from the oven and finally a buttery brush grazing the top of a biscuit.

Spots for new markets show chicken steaming in open boxes interspersed with short closeups of customers' testimonials. The spots are tagged "There's just one place for that famous taste."

A total of seven basic tv spots, in 60 and 30-second versions, can be edited into 20 versions for different marketing strategies.

In radio, Popeyes has seven different 60 and 30-second jingles. The "Love that chicken" message is backed by various forms of music, including a slow rag, a crossover black version and a boogie tempo. For the first time, Popeyes is producing a Hispanic radio spot for use throughout the Southwest.

Lamar Berry, Popeyes vp-advertising and marketing, expects the new campaign to push the chain's sales to $400 million this year, compared with $348 million in 1985.

With a sales boost, No. 3 Popeyes hopes to gain on No. 1 Kentucky Fried Chicken, Louisville, which has about 4,000 units worldwide, and No. 2 Church's Fried Chicken, San Antonio, which has about 1,000 units.

Over-all, fast-food restaurants have outpaced consumer demand in unit expansion, said Mr. Berry. The segment's unit growth increased by 6% in 1985, compared with only a 2% growth in consumer traffic and a 2% decrease in consumers' disposable income, he said.

Popeyes' previous "hair-raising" tv spots, via DDB, were effective to a point, Mr. Berry said. In the spots, consumers' hair would stand up in response to the spicy taste of Popeyes' chicken.

"In the hair-raising campaign, we set out to show the spicy difference, and that was accomplished," Mr. Berry said. "But now our image has to go beyond that."#

Fast-food chains' tv spending

Restaurant and fast-food marketers last year spent nearly $1.1 billion on network and spot tv, the first time the category has moved past the $1 billion mark. The restaurant category joins food/food products, automotive and toiletries in the billion-dollar club. Network tv expenditures rose 10.3% for the year; spot tv spending was up 10.3%. *Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.*

Rank/Chain	1984 ($ millions) Network	Local	Total	1985 ($ millions) Network	Local	Total	Per cent change '84-'85
1. McDonald's	182.5	91.5	253.9	184.9	117.9	302.8	+19
2. Burger King	51.3	78.1	129.4	71.1	83.9	155.0	+20
3. Wendy's	34.7	38.8	73.5	44.3	39.4	83.7	+14
4. KFC	39.2	23.7	62.8	44.6	30.7	75.3	+20
5. Pizza Hut	18.2	40.0	58.2	18.4	44.9	63.3	+ 9
6. Taco Bell	–	28.5	28.5	–	38.7	38.7	+36
7. Hardee's	7.0	18.5	25.5	8.9	23.3	32.2	+26
8. Red Lobster	13.8	16.2	29.7	12.9	14.8	27.7	– 7
9. Long John Silver's	–	18.7	18.7	–	26.3	26.3	+34
10. Denny's	15.3	3.6	18.9	10.5	12.5	23.0	+22
11. Domino's Pizza	2.0	3.8	5.8	6.3	8.1	17.4	+202
12. Arby's	4.4	8.2	12.6	5.8	10.1	15.9	+26
13. Sizzler	–	11.2	11.2	–	14.1	14.1	+27
14. Jack in the Box	–	13.3	13.3	–	12.8	12.8	– 5
15. Dairy Queen	–	11.0	11.0	–	11.9	11.9	+ 8
Total	352.2	91.6	929.8	415.8	672.0	1,087.8	+17

When 4 out of 5 people in advertising agree on anything...

it's news.

Advertising Age is available in Microform

University Microfilms International

Please send additional information for _____ (name of publication)

Name _____

Institution _____

Street _____

City _____

State _____ Zip _____

300 North Zeeb Road, Dept. P.R., Ann Arbor, Mi. 48106

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

March

	Current month 1986	Current month 1985	Year-to-date 1986	Year-to-date 1985
— Art & antiques —				
American Artist	—	—	—	—
Antiques	—	—	—	—
Art in America	—	—	—	—
Southwest Art	75.2	85.2	190.8	229.0
Total Group	75.2	85.2	190.8	229.0
% change		-11.7%		-16.7%
— Auto/cycle/rec. vehicles —				
AutoWeek (52X)	—	—	—	—
Car & Driver	—	—	—	—
Car Collector & Car Classics	15.4	16.1	43.4	59.1
Car Craft	72.3	75.3	180.9	172.8
Circle Track	81.4	74.3	183.8	147.5
Cycle	—	—	—	—
Cycle Guide (11X)	—	—	—	—
Cycle World	—	—	—	—
Dirt Rider	58.9	35.5	116.6	92.0
Dune Buggies & Hot VW's	84.9	84.2	248.5	240.0
Family Motor Coaching	161.3	169.5	475.3	481.3
4 Wheel & Off-Road	94.3	65.2	232.4	185.6
Four Wheeler	87.5	80.9	238.2	232.3
Hot Rod	66.4	63.2	161.4	144.1
Motorcyclist	65.4	44.9	131.7	86.2
Motor Trend	75.4	78.2	197.1	191.5
Motorhome Life	—	—	—	—
Pick-Ups & Minitrucks	—	—	—	—
Rider	—	—	—	—
Road & Track	—	—	—	—
3 Wheeling	56.7	49.2	162.4	144.8
Trailer Life	—	—	—	—
Total Group	919.9	836.5	2,371.7	2,177.2
% change		+10.0%		+8.9%
— Boating & yachting —				
Boating	—	—	—	—
Chesapeake Bay	32.8	26.0	102.3	82.0
Cruising World	125.6	146.3	351.4	394.5
Lakeland Boating (10X)	73.2	75.5	197.5	201.7
Motor Boating & Sailing	180.6	161.3	647.0	610.0
Sail	128.2	161.2	350.7	438.2
Small Boat Journal (6X)	—	—	53.1	42.0
Trailer Boats (11X)	54.6	46.2	142.2	111.7
Western Boatman (6X)	40.0	49.5	94.7	103.6
Yachting	—	—	—	—
Total Group	635.0	666.0	1,938.9	1,983.7
% change		-4.7%		-2.3%
— Canadian —				
L'Actualite	83.7	58.3	224.0	124.3
Chatelaine:				
English Edition A.	103.9	123.1	263.2	276.0
French Edition	87.2	95.2	223.3	219.7
City & Country Home (8X)	80.7	51.6	80.7	51.6
City Woman (5X)	—	—	—	—
Equinox (6X)	40.0	29.0	65.0	48.9
Financial Post A.	46.4	31.0	117.4	87.8
Flare A.	93.7	81.7	164.6	169.6
Macleans (52X) A.	129.5	110.9	365.0	313.5
Montreal Magazine (10X)	37.0	46.8	59.0	85.0
Montreal Ce Mois Ci	42.2	50.5	65.2	89.0
Reader's Digest:				
Canadian-English A.	115.4	96.6	217.7	237.8
Canadian-French A.	94.8	82.0	176.0	206.3
Toronto Life	—	—	—	—
Vancouver	100.4	87.6	194.6	185.3
Total Group	1,054.9	944.0	2,215.7	2,094.8
% change		+11.7%		+5.8%
— Civic/fraternal —				
American Legion	24.8	30.5	84.0	95.5
Elks (10X)	16.6	18.4	58.7	69.7
Kiwanis	19.3	16.6	59.5	44.7
Lion (10X)	2.3	4.7	15.6	16.2
Rotarian	11.3	11.6	32.8	38.7
V.F.W. (11X)	26.7	28.5	88.6	81.4
Total Group	101.1	110.3	339.2	346.2
% change		-8.4%		-2.0%
— Comics —				
DC Comics	7.0	6.0	19.0	21.5
Marvel Comics Group	5.0	9.0	18.0	19.5
Total Group	12.0	15.0	37.0	41.0
% change		-20.0%		-9.8%
— General —				
American Health (10X)	—	—	—	—
American West (6X)	42.3	52.6	92.6	77.3
The Atlantic A.	42.5	57.6	107.6	130.8
Audubon Magazine (6X)	28.6	30.4	58.9	61.3
Bon Appetit A.	91.2	86.1	237.6	232.6
Changing Times	53.6	40.3	153.0	109.2
Connoisseur	—	—	—	—
Consumer's Digest (8X)	19.3	37.3	44.3	85.5
Ebony	93.8	87.2	271.4	244.4
Fifty Plus	—	—	—	—
Food & Wine	45.3	39.0	124.3	113.3
Games	18.1	13.1	58.9	48.9
Gourmet	92.8	100.5	222.2	254.2
Home Entertainment (8X)	—	—	36.3	29.0
Harper's Magazine A.	26.2	27.2	71.9	77.2
Life	44.5	50.6	149.7	166.9
Modern Maturity (6X)	49.9	53.9	49.9	53.9
Money	—	—	—	—
Moneysworth (4X)	—	11.0	10.0	24.8
Mother Earth News (6X)	54.2	41.5	108.3	94.5
Mother Jones (9X)	—	—	—	—
National Geographic	30.4	20.6	66.5	58.0
Natural History	—	—	—	—
Prevention	61.4	55.4	188.8	186.8
Psychology Today	36.1	29.0	78.1	83.5
Reader's Digest A.	95.4	83.8	235.3	190.6
Saturday Evening Post (9X)	37.7	34.8	75.5	65.5
Signature	76.7	56.4	180.8	154.7
Smithsonian	97.4	100.9	247.9	264.9
Success	41.5	32.5	101.7	85.6
Sylvia Porter's Personal Finance (10X)	55.0	35.0	55.0	35.0
Town & Country	—	—	—	—
Travel-Holiday	58.6	65.1	135.8	148.4
Travel & Leisure	130.6	128.2	325.9	312.2
Vanity Fair	51.3	36.7	128.1	92.2
Writers Digest	25.6	20.4	67.4	65.1
Yankee	71.5	61.8	212.3	203.5
Total Group	1,571.5	1,488.9	3,896.0	3,749.8
% change		+5.5%		+3.9%
— Home —				
Americana (6X)	—	—	—	—
Architectural Digest A.	115.4	140.6	300.1	324.1
Better Homes & Gardens	128.1	136.5	297.6	307.4
Colonial Homes (6X)	64.0	62.0	116.4	108.1
Country Home (6X)	53.6	36.6	92.1	67.2
Country Journal	—	—	—	—
Country Living	88.6	63.1	217.3	183.4
Dallas/Ft. Worth Home & Garden	94.0	58.6	236.2	167.0
Family Handyman (10X) A.	70.2	60.1	186.2	175.7
Flower & Garden (6X)	—	—	53.6	47.3
Home	41.4	48.6	138.1	147.2
The Homeowner (10X)	39.3	31.2	74.5	63.7
Horticulture	—	—	—	—
House Beautiful	88.5	82.8	197.7	199.6
House & Garden	91.2	110.7	237.1	261.5
Houston Home/Garden	—	—	—	—
Metropolitan Home	55.4	52.2	138.5	171.1
New Shelter (9X)	46.0	48.3	162.8	174.3
1,001 Home Ideas	44.1	44.3	122.8	114.0
Rodale's Organic Gardening	71.6	59.1	224.9	199.3
Phoenix Home/Garden	69.3	70.2	213.3	200.1
Rx Being Well	—	—	—	—
San Diego Home/Garden	65.3	62.0	195.8	182.7
South Florida Home/Garden	33.8	33.8	93.3	99.7
Southern Accents (6X)	97.9	93.3	205.7	167.7
Southern Living	169.5	145.8	374.3	335.8
Sunset Magazine A.	160.4	151.7	381.9	360.3
Texas Homes	57.4	71.3	198.3	224.8
Workbench (6X)	67.5	59.0	118.7	115.8
Total Group	1,812.5	1,721.8	4,577.2	4,397.8
% change		+5.3%		+4.1%
— In-flight & other passenger —				
Aboard Group (6X)	—	—	—	—
Alaska Airlines	49.3	41.9	151.2	125.8
American Way (26X)	90.4	127.1	276.8	323.3
East/West Network:				
Eastern Review	99.3	99.5	298.8	312.0
Frontier	34.5	23.1	112.0	76.6
Northwest Orient	45.7	37.5	137.1	106.8
Ozark	48.2	38.0	137.4	102.5
PSA Magazine	83.0	80.8	268.3	215.1
Pan Am Clipper	42.2	57.5	145.1	161.2
Republic Scene	51.3	43.7	141.4	122.9
Spirit	91.3	94.5	270.0	256.7
United	100.1	93.7	267.1	248.1
Western's World	58.7	51.5	189.0	142.5
Halsey Publications:				
Air Cal	47.5	43.3	130.8	137.1
Delta Sky	70.0	76.3	119.7	204.1
People's Expressions	32.2	—	93.5	—
US Air	43.5	59.5	120.0	138.9
Hawaii (6X)	28.3	26.0	69.9	73.5
Pace	105.5	68.2	256.8	151.0
Presidential Airways (6X)	—	—	11.2	—
Southwest Airlines	—	—	—	—
Spirit of Aloha (6X)	28.1	35.7	68.7	73.0
TWA Ambassador	47.0	48.0	125.8	127.0
Total Group	1,196.1	1,135.8	3,392.4	3,098.1
% change		+5.3%		+9.5%
— Men's —				
Esquire A.	122.5	150.2	219.5	252.6
Firehouse Magazine (13X)	52.7	44.6	125.6	119.4
Gentlemen's Quarterly A.	239.7	214.5	420.5	381.1
M	66.0	62.5	156.3	143.5
Penthouse A.	32.4	28.6	109.0	111.0
Playboy A.	53.6	55.0	168.1	200.4
Total Group	566.9	555.4	1,199.0	1,207.6
% change		+2.0%		-0.7%
— Metropolitan —				
Aloha (6X)	36.7	38.1	61.8	76.0
Atlanta	54.6	49.8	144.5	135.9
Baltimore	74.0	70.0	200.5	210.7
Boston	136.6	129.0	409.8	416.1
California	78.9	68.9	222.3	192.6
Charlotte (10X)	17.0	11.3	43.3	29.6
Chicago	117.8	108.6	310.8	307.5
Chicago's North Shore	75.4	74.1	211.7	223.6
Cincinnati	63.3	53.9	172.4	166.0
Cleveland	74.4	61.3	191.9	219.9
Coast (38X)	—	—	—	—
Columbus Monthly	52.5	53.4	150.9	176.4
Commonwealth	—	—	—	—
Connecticut	93.1	86.5	262.9	246.1
Country Magazine	45.3	51.0	100.1	117.3
D/Magazine, Dallas/Ft. Worth	124.3	107.0	347.8	324.4
Denver	19.0	25.2	96.2	78.3
Detroit Monthly	69.8	50.7	274.2	137.6
Grand Rapids	45.7	68.0	138.2	137.3
Gulfshore Life (10X)	97.8	76.3	318.3	225.9
Honolulu	55.1	52.1	162.8	175.3
Houston City	51.4	78.3	142.1	198.9
Indianapolis	—	—	—	—
Kansas City	36.1	25.3	86.8	91.8
Los Angeles	173.4	172.0	439.4	457.0
Louisiana Life (6X)	38.7	61.9	77.7	117.5
Madison	65.0	65.0	191.0	254.0
Metropolitan Detroit	67.0	51.0	194.5	127.5
Miami/South Florida	67.3	66.5	219.4	251.6
Milwaukee	78.0	63.5	178.5	196.1
Minneapolis/St. Paul	93.2	106.0	259.5	301.4
Nashville	32.0	37.0	119.0	92.0
New England Monthly	31.8	25.2	99.9	78.3
New Jersey Monthly	78.5	51.5	223.0	162.3
New Mexico	13.7	16.8	71.1	110.5
Ohio	60.5	76.0	159.8	183.3
Oregon	—	—	—	—
Orlando	85.3	95.5	285.5	283.8
Palm Beach Life	94.2	112.5	289.5	352.8
Palm Springs Life	134.6	129.6	437.9	435.3
Philadelphia	130.3	142.3	357.8	372.5
Phoenix	111.8	90.7	305.4	326.8
Pittsburgh	66.0	43.8	159.7	141.5
St. Louis	54.3	52.0	120.5	160.5
San Diego	149.7	160.0	411.5	448.6
San Francisco (6X)	—	—	—	—
San Francisco Focus	91.3	81.3	234.8	226.7
Texas Monthly	122.7	110.1	401.2	287.8
Twin Cities	57.2	45.3	133.5	140.2
Ultra	67.5	78.3	160.5	193.5
The Virginian (6X)	58.5	58.0	117.0	116.0
Washington (6X)	78.1	29.5	—	—
Washington Dossier (11X)	86.7	44.2	169.2	152.0
The Washingtonian	163.0	156.0	420.0	448.0
Total Group	3,768.1	3,560.3	10,286.1	10,201.7
% change		+5.8%		+0.8%
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	24.5	15.9	61.6	53.0
Secrets	24.5	15.9	61.6	53.0
True Confessions	24.5	15.9	61.6	53.0
True Experience	24.5	15.9	61.6	53.0
True Love	24.5	15.9	61.6	53.0
True Romance	24.5	15.9	61.6	53.0
Sterling Women's Group:				
Daytime TV	23.8	28.5	73.4	85.5
Modern Screen	—	—	15.5	12.0
Movie Mirror (6X)	—	—	15.5	20.5
Soap Opera Stars	—	—	16.8	17.5
TV Movie Screen (6X)	—	—	8.3	6.0
TV Picture Life (6X)	—	—	4.3	6.0
Total Group	170.8	123.9	503.4	465.5
% change		+37.9%		+8.1%
— Music/entertainment —				
American Film (10X)	—	—	—	—
Audio	—	—	—	—
Circus Magazine	—	—	—	—
Dance Magazine	61.5	57.6	169.9	171.3
Musician	50.1	55.2	174.6	168.4
Playbill	40.6	49.1	130.1	141.5
Record	—	—	—	—
Stereo Review	—	—	—	—
Video	62.0	81.7	222.3	237.9
Video Review	54.5	59.3	176.2	171.5
Total Group	268.7	302.9	873.1	890.6
% change		-11.3%		-2.0%
— National Sunday magazines —				
USA Weekend (52X)	—	—	—	—
Parade (52X)	66.2	69.6	162.5	162.4
Total Group	66.2	69.6	162.5	162.4
% change		-4.9%		+0.1%
— Outdoor & sport —				
Alaska	63.9	40.9	155.3	136.5
American Handgunner (6X)	24.0	17.0	81.0	60.0
American Hunter	13.1	15.8	51.8	50.9
American Rifleman	21.5	21.1	65.6	72.1
Backpacker (6X)	—	—	—	—
Bass Master (9X) A.	—	—	—	—
Bicycling (9X)	68.0	110.1	176.5	190.8
Ducks Unlimited (6X)	29.5	25.5	58.3	46.0
Equus	—	—	—	—
Field & Stream	—	—	—	—
Fins & Feathers A.	40.0	57.5	128.0	114.3
Fishing World	79.6	84.2	112.7	114.2
Florida Sportsman	152.6	132.6	417.7	374.9
Flying	—	—	—	—

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. * All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

(Continued on Page 98)

(Continued from Page 97)

March

	Current month 1986	1985	Year-to-date 1986	1985
Golf Digest	77.9	76.2	306.8	313.2
Golf Magazine	55.4	63.6	321.2	318.1
Gun Dog (6X)	32.9	24.7	58.8	46.4
Guns	30.0	35.0	65.0	68.0
Guns & Ammo	46.8	41.7	142.1	116.9
In-Fisherman (6X)	102.0	97.0	165.0	165.0
Muscle & Fitness	117.0	112.0	319.7	325.0
Outdoor Life	95.0	105.4	244.2	238.6
Outside Magazine	45.3	55.0	111.5	113.2
Petersen's Hunting	30.0	32.8	120.1	94.9
The Runner	—	—	—	—
Runner's World (13X)	30.2	31.0	83.8	95.1
Salt Water Sportsman	111.7	111.5	392.1	278.5
Shooting Times	32.8	30.6	128.3	91.9
Sierra	40.5	38.5	76.5	69.4
Ski (8X) A.	42.6	50.2	209.1	186.1
Skiing (7X)	31.0	45.2	170.6	203.3
Skin Diver	82.4	70.6	265.6	231.0
Southern Outdoors (8X)	49.1	49.4	133.4	87.5
Sport	42.7	43.5	117.3	116.2
Sports Afield	79.8	94.7	226.8	257.1
Tennis	61.1	78.2	166.5	185.0
Women's Sports & Fitness	20.8	16.7	47.3	31.8
Western Outdoors (10X)	78.1	61.2	178.2	134.6
Wildfowl (6X)	—	—	9.5	—
Total Group	1,827.8	1,123.5	5,308.0	4,926.5
% change		+62.7%		+7.7%
— Photography —				
American Photographer	—	—	—	—
Petersen's Photographic	24.1	27.2	67.4	76.8
Popular Photography	—	—	—	—
Total Group	24.1	27.2	67.4	76.8
% change		-11.4%		-12.2%
— Religious —				
BBI Jewish Monthly (10X)	—	—	—	—
Christian Herald (11X)	29.2	31.6	92.9	100.9
Christian Life	29.1	28.2	71.0	74.4
Christianity Today (18X)	—	—	—	—
Inside (4X)	—	—	—	—
Moody Monthly (11X)	58.2	61.0	155.9	164.5
Today's Christian Woman (5X)	21.1	41.0	52.1	77.6
Total Group	137.6	161.8	371.9	417.4
% change		-15.0%		-10.9%
— Science/electronic/mechanic —				
Compute	—	—	—	—
Computers & Electronics	—	—	—	—
Discover	37.4	34.0	99.6	101.9
Family Computing	41.7	44.1	125.6	156.5
Home Mechanix	—	—	—	—
Info World (52X)	142.0	160.0	253.0	282.0
Omni	55.3	59.6	158.6	161.0
Popular Mechanics	94.2	98.8	266.3	267.3
Popular Science	65.3	60.0	209.4	177.6
Science Digest	12.4	25.8	42.2	83.1
Science 86 (10X)	22.1	36.9	50.3	73.8
Scientific American	28.7	44.2	94.2	130.6
Spectrum	102.8	122.0	286.4	329.4
Total Group	601.9	685.4	1,585.6	1,763.5
% change		-12.2%		-10.1%
— Women/fashion/service —				
Bride's Magazine (6X) A.	280.4	215.9	798.7	713.6
Cosmopolitan A.	212.6	208.5	549.9	513.1
Essence	62.6	84.4	210.2	227.3
Family Circle (17X)	198.6	112.2	425.2	399.6
Family Magazine	42.0	32.8	118.0	107.0
Glamour	217.4	221.4	466.7	450.5
Good Housekeeping A.	180.2	192.2	448.5	434.4
Harper's Bazaar	211.3	213.2	397.3	424.9
Health	35.6	40.3	118.0	112.1
Ladies' Home Journal	130.8	117.5	332.7	304.3
Ladies Circle	—	—	—	—
Mademoiselle	146.1	137.6	295.5	306.4
McCall's	103.2	95.1	261.5	263.9
Military Lifestyle (10X)	69.5	31.7	183.5	100.5
Modern Bride (6X)	—	—	—	—
Ms.	38.7	51.3	109.8	136.7
New Woman	84.4	67.6	192.4	150.2
Parents Magazine A.	103.1	69.1	247.7	254.2
Playgirl	39.5	28.7	113.9	103.3
Redbook	116.5	101.5	279.2	272.2
Self	106.1	128.9	259.3	267.8
Seventeen	156.9	174.3	298.5	327.0
Shape	77.4	61.1	202.7	171.2
Soap Opera Digest (26X)	17.8	16.4	56.1	64.6
'Teen Magazine	43.9	51.1	107.7	116.1
True Story A.	52.0	45.2	146.6	130.2
Vogue	400.3	416.5	800.4	820.4
W Magazine	173.0	169.0	402.6	391.5
Weight Watchers	43.6	27.9	105.2	76.2
Woman's Day (16X) A.	178.1	97.2	364.9	256.2
The Workbasket (10X)	33.7	42.2	122.3	130.5
Working Mother	73.0	75.2	193.4	208.7
Working Woman	111.9	122.0	276.3	279.6
Total Group	3,745.2	3,448.0	8,884.7	8,544.2
% change		+8.8%		+4.4%
— Youth —				
Boys' Life	24.1	16.6	54.2	50.7
Campus Life (10X)	67.5	68.6	155.9	175.7
Total Group	91.6	85.2	210.1	226.4
% change		+7.5%		-7.2%

February

	Current month 1986	1985	Year-to-date 1986	1985
— Business —				
Advantage	45.0	34.0	91.0	85.0
Arizona Bus. Gazette (52X)	36.2	23.8	58.1	50.9
Atlanta Bus. Chronicle (52X)	76.5	42.4	133.5	84.6
Austin Business Journal (52X)	52.5	68.2	85.8	64.9
Barron's (52X)	167.8	177.3	317.0	345.4
Boston Business Journal (52X)	124.4	125.6	236.9	236.6
Business Atlanta	46.1	43.4	96.1	94.3
Business First of Buffalo	52.9	50.4	97.9	97.9
Business First of Columbus	71.5	63.6	136.8	127.3
Business Journal	47.1	34.0	47.1	34.0
Business North Carolina	32.8	30.2	102.5	86.5
Business Week (52X) A.	247.0	306.1	445.9	548.1
California Business	—	—	—	—
Capital District Business Review (25X)	29.3	40.8	49.7	70.2
Cincinnati Business Courier	63.3	47.8	113.4	90.7
Corporate Report/Kansas City	26.3	39.4	64.3	98.1
Corporate Report/Minnesota	68.6	78.5	139.4	153.4
Crain's Chicago Bus. (52X)	149.5	139.0	264.0	256.0
Crain's Cleveland Bus. (52X)	56.9	70.3	99.7	132.1
Dallas/Ft. Worth Bus. (52X)	58.6	55.1	58.6	55.1
Dun's Business Month	—	—	—	—
Financial World (24X)	46.5	38.8	85.4	61.6
Florida Trend (13X)	58.8	74.6	139.2	177.1
Forbes (26X)	—	—	—	—
Fortune (26X) A.	158.7	188.0	287.4	335.2
Frequent Flyer	54.7	49.2	103.3	93.9
Futures (13X)	41.7	48.1	85.2	95.6
Georgia Trend	27.5	—	99.5	—
Grand Rapids Bus. Journal	27.2	11.9	50.1	20.1
Hawaii Business	39.8	36.4	74.8	77.3
High Technology	9.0	29.8	28.7	63.0
Houston Bus. Journal (52X)	—	—	—	—
Inc. Magazine A.	63.8	84.6	132.8	150.8
Income Opportunities	78.9	69.1	78.9	69.1
Industry Week (25X) A.	—	—	—	—
Indianapolis Bus. Journal (52X)	119.0	129.0	236.6	231.4
Kansas City Bus. Journal	109.7	126.7	195.9	250.6
Manhattan, Inc.	52.5	34.0	110.1	49.9
Minnesota Bus. Journal	36.2	43.3	78.1	97.0
Nation's Business A.	24.1	16.5	46.6	35.7
New England Bus. (20X) B.	70.8	84.4	118.8	131.4
Pacific Business News (52X)	97.9	103.6	191.5	182.7
Philadelphia Business Journal (52X)	85.3	86.9	184.4	166.5
Pittsburgh Bus. Times (52X)	74.9	60.8	131.2	112.8
Regardie's	116.0	86.5	338.5	302.5
San Jose Business Journal	—	—	—	—
Savvy	—	—	—	—
South Florida Business Journal	115.9	68.9	212.8	147.1
St. Louis Bus. Journal (52X)	133.3	123.6	232.8	221.8
Texas Business	—	—	—	—
Venture	56.2	54.8	103.6	101.3
Total Group	2,990.2	2,980.4	5,717.6	5,629.5
% change		+0.3%		+1.6%
— Newspaper Sunday magazines* —				
Chicago Tribune	78.7	58.2	123.2	114.7
Cleveland Plain Dealer	28.2	35.1	44.7	61.4
Columbus Dispatch	22.2	34.2	42.8	54.6
Detroit News	116.0	116.0	212.0	212.0
L.A. Times Magazine	56.3	58.0	107.0	115.7
Louisville Courier-Journal	53.5	44.3	103.9	100.8
Miami Herald	32.2	41.0	67.7	75.5
New York Times Magazine	222.2	236.9	396.4	433.1
San Francisco Image	49.8	27.4	92.1	48.8
Toledo Blade Magazine	39.1	32.1	65.2	54.9
Washington Post	171.6	85.2	233.5	140.6
Total Group	869.8	768.4	1,488.5	1,412.1
% change		+13.2%		+5.4%
— Weeklies/bi-weeklies —				
The Advocate (26X)	114.9	76.5	236.0	156.7
Army Times Military Group:				
Air Force Times (52X)	170.9	137.3	297.9	267.6
Army Times (52X)	159.6	133.4	277.6	258.8
Navy Times (52X)	182.8	151.8	321.2	290.4
The Blood-Horse (52X)	427.5	449.8	863.9	967.1
Copper's Weekly (26X)	28.9	25.0	60.4	66.0
Commonweal (22X)	8.8	5.3	18.8	14.7
Golf World (43X)	79.7	90.4	160.5	174.9
Grit (52X) A.	24.3	19.5	48.6	48.1
National Journal (50X)	45.3	31.0	88.2	75.0
National Review (25X)	35.7	19.0	54.1	32.8
New Republic (48X)	34.6	23.7	59.1	38.7
New York Magazine (50X)	203.3	185.9	330.4	337.9
New Yorker (52X)	177.3	210.1	310.1	373.8
Newsweek (52X) A.	176.0	198.3	323.1	345.4
People (52X)	238.3	235.0	433.0	436.6
Rolling Stone (25X)	103.3	75.7	154.8	130.5
Sporting News (52X)	84.5	28.8	118.2	54.3
Sports Illustrated (52X) A.	279.3	215.2	436.0	387.8
Time (52X) A.	178.0	222.2	345.2	391.4
Travelhost (52X) C.	—	—	—	—
TV Guide (52X) A.	369.4	382.4	684.4	710.5
TV Update (52X) C.	2,130.0	2,171.0	4,944.0	4,267.0
Us Magazine (26X)	44.5	22.5	87.8	41.0
U.S. News & World Report (52X) A.	118.6	135.9	206.1	224.8
Total Group	5,415.5	5,245.7	10,889.4	10,091.8
% change		+3.2%		+7.8%
— Foreign —				
Business Week Int'l. (52X)	86.2	84.3	156.5	162.6
Cosmopolitan Foreign Editions:				
Australia	41.8	31.0	94.3	75.0
Brazil	45.0	38.3	96.3	73.6
France	51.0	59.6	87.5	111.6
Germany	67.0	61.8	121.2	107.2
Great Britain	63.5	62.0	114.5	128.0
Greece	22.0	32.0	65.0	78.0
Holland	33.0	58.8	57.0	76.6
Italy	34.2	31.0	58.2	44.0
Japan	35.6	29.0	126.1	51.0
Cosmopolitan en Espanol:				
Central America	4.0	1.3	4.3	2.0
Colombia	9.2	5.3	12.5	8.0
Mexico	14.8	16.0	21.7	33.2
Peru	—	2.0	—	2.0
Puerto Rico	6.7	25.3	11.2	32.0
U.S. (Spanish language)	16.5	22.2	29.7	38.7
Venezuela	15.0	15.8	19.3	25.5
Good Housekeeping Foreign Editions:				
Australia	52.5	15.7	52.5	31.7
Great Britain	82.5	116.1	169.2	183.3
Japan	58.5	56.8	94.8	138.2
Buenhogar:				
Central America	—	2.0	2.0	2.0
Chile	1.0	—	2.0	2.0
Colombia	16.0	18.0	31.2	32.0
Ecuador	12.0	8.0	18.0	17.0
Mexico	18.8	20.8	28.7	41.2
Peru	1.0	4.5	6.0	9.5
Puerto Rico	6.5	7.0	14.0	10.5
Venezuela	17.3	19.5	30.7	34.5
Geomundo:				
Central America	3.0	7.0	5.0	9.0
Chile	3.0	5.0	5.0	7.0
Colombia	7.3	8.5	12.3	12.5
Ecuador	2.0	5.0	4.0	5.0
Mexico	1.5	2.0	5.0	11.5
Peru	2.0	4.0	3.0	11.0
Puerto Rico	2.0	1.0	3.0	9.5
Venezuela	7.0	3.0	13.0	21.0
Hombre De Mundo:				
Central America	7.0	6.0	11.0	9.0
Chile	7.0	4.0	9.0	6.0
Colombia	11.8	7.0	19.3	9.0
Ecuador	5.0	5.0	9.0	8.0
Mexico	6.5	8.0	8.0	12.0
Peru	4.0	3.0	6.0	5.0
Puerto Rico	4.0	3.0	6.0	4.0
Venezuela	14.0	13.0	23.0	22.0
Ideas Para Su Hogar:				
Colombia	9.0	8.0	15.7	13.0
Ecuador	1.0	4.0	1.0	6.0
Mexico	1.0	3.2	2.0	8.7
Peru	1.0	2.0	2.0	2.0
Puerto Rico	—	1.0	—	1.0
Venezuela	8.5	12.0	14.0	18.0
Mecanica Popular:				
Argentina	2.7	3.8	3.7	6.3
Central America	9.2	14.8	15.7	22.2
Chile	7.0	4.8	9.3	8.7
Colombia	16.8	12.3	30.7	22.0
Mexico	8.0	12.5	14.2	20.3
Peru	10.5	16.3	15.3	25.7
Puerto Rico	6.7	13.8	12.2	24.0
Venezuela	9.5	12.2	17.3	22.8
Vanidades Continental:				
Central America	11.8	8.5	15.0	11.3
Chile	4.3	2.3	4.7	5.7
Colombia	37.2	37.0	51.2	54.7
Ecuador	21.0	15.7	26.0	25.3
Mexico	31.2	35.3	55.5	61.5
Peru	4.0	9.7	12.3	17.3
Puerto Rico	25.2	40.5	38.3	56.8
U.S.	34.8	34.7	58.7	63.3
Venezuela	28.5	35.3	44.8	60.0
International Communications:				
African Business	18.8	16.6	32.3	31.8
New African	14.8	15.2	29.7	34.5
The Middle East	6.3	15.6	18.5	22.0
International Management:				
Europe	34.5	43.2	59.3	69.7
Middle East	6.2	30.3	14.5	44.0
Johnston International:				
Alam Attijarat	27.7	41.2	49.0	90.3
Modern Africa (6X)	13.3	12.3	13.3	12.3
Modern Asia (11X)	36.5	52.0	36.5	52.0
Progreso (9X)	7.0	15.3	7.0	15.3
Reader's Digest:				
Arabic	3.0	13.0	6.0	22.0
Asian	220.0	153.0	597.3	359.0
Australian	46.3	48.5	80.3	88.8
Belgian-Flemish	41.0	59.5	74.5	83.0
Belgian-French	27.5	41.0	55.0	68.0
British	44.6	38.0	81.6	81.8
Chinese B.	108.0	132.5	238.5	263.5
Danish	28.0	28.3	50.5	51.8
Dutch	18.3	22.5	46.3	67.0
Finnish	54.0	24.8	60.0	35.8
French	18.0	39.7	32.0	81.7
German	62.6	57.8	107.9	117.9
Iberian	0.5	14.0	0.5	19.0
Indian-English	101.0	122.0	175.5	201.5
Indian-Hindi	14.0	10.5	20.0	21.0
Italian	39.0	31.5	63.0	52.5
Japanese	15.8	43.5	30.5	91.8
Korean	24.8	21.5	52.8	46.5
Latin American:				
Argentina	7.5	21.5	15.5	38.0
Brazil	6.0	3.0	12.0	5.5
Central American	4.0	5.0	7.0	13.0
Chile	9.5	16.5	21.5	22.0
Colombia	20.0	20.0	40.0	35.0
Ecuador	5.0	6.0	10.0	14.0
Mexico	34.1	23.4	52.2	37.0
Peru	6.0	8.0	13.0	18.0
Puerto Rico	6.0	4.0	9.0	8.0
U.P.B.	6.0	7.0	11.0	13.0
U.S. Spanish	5.0	10.5	8.5	14.0
Venezuela	6.5	8.0	13.0	14.5
New Zealand	52.0	48.0	125.0	82.5
Norwegian	4.0	14.5	6.5	22.5
South African	75.0	107.5	133.5	148.0
Swedish	9.5	13.5	22.5	21.5
Swiss-French	24.0	14.0	35.0	26.0
Swiss-German	27.0	21.0	49.0	50.0
Time International:				
Time-Asia	58.5	47.2	99.4	90.5
Time-Atlantic	54.8	59.9	93.3	106.3
Time-Canada	151.6	150.0	270.0	241.8
Time-Latin America	34.9	28.7	62.1	52.2
Time-South Pacific	62.4	71.8	109.8	157.7
Visao (52X)	123.0	97.0	269.3	197.2
Vision/Latin America (26X) A.	23.7	18.1	31.6	30.3
Total Group	3,038.8	3,248.9	5,687.9	5,870.0
% change		-6.5%		-3.1%

Agency results show effect of ad slowdown

By STEWART ALTER

Last year was a disappointment in total ad spending and in the financial results of most of the public advertising agencies.

And some agencies had particular trouble spots to deal with. Most notably, Mickelberry Corp. took a $3.3 million writeoff of intangible assets in U.S. subsidiary operations that were restructured during the year. Others had problems overseas, with BBDO International and JWT Group taking writeoffs on discontinued operations, while Foote, Cone & Belding Communications struggled with absorbing its NCK and Siboney foreign acquisitions.

"Essentially, total spending was below where anybody thought it would be at the beginning of the year," said James Dougherty, an analyst at Eberstadt Fleming Inc., New York, who noted that McCann-Erickson director of forecasting Robert Coen had revised his estimates downward twice in 1985. Mr. Coen, who had started the year predicting a 9.7% increase in ad spending, ended the year with an 8.3% estimate.

Basically, the fast-growth ad categories dried up. Mr. Dougherty noted that some "typical" fast-growth advertisers were down in spending compared with 1984.

"Spending for computers, office equipment and supplies and air-freight forwarding actually declined during the first half of 1985, and only spending on entertainment recorded an increase that was at all consistent with spending growth between 1979 and 1984," said Mr. Dougherty.

In the first six months of 1985, for example, Mr. Dougherty noted that AT&T was down 13.3%, IBM Corp. was down 3%, American Express was down 19.1%, Citicorp was up 7.9%, Warner Communications was up 1.8% and Apple Computer was up 9.5%. These are the kinds of companies that had shown major increases in ad spending in the period between 1979 and 1984.

"The slower growth rate in 1985 is a result of a number of factors," said Emma Hill of Wertheim & Co., New York. "First, spending growth tends to moderate coming off an Olympics/election year," she said, noting also that the "important categories" of business and consumer services and retail were flat, and that office equipment "declined slightly, after growing at a rate close to 50% over the last few years." Cigarets and apparel also showed cutbacks, she said.

Agency financial results

Except for the Ogilvy Group and the Interpublic Group of Cos., which turned in respectable years, 1985 was not too terrific for the public ad agencies, reflecting a disappointing year in total ad spending. NM means not meaningful. Source: *Advertising Age*.

Agency	Income ($000) 1984	1985	(%)	Revenues ($000) 1984	1985	(%)
Fourth quarter						
Ally	885	1,071	21	7,300	8,000	9.6
BBDO	7,486	8,983	20	82,173	99,579	21.2
DDB	4,017	1,654	–59	62,106	61,243	–1
FCB	5,786	7,219	24.8	74,128	80,452	8.5
Grey	3,037	2,703	–11	58,421	66,034	13
Interpublic	10,045	14,182	41.2	183,509	206,427	12.5
JWT	5,783	8,124	40.5	143,247	163,965	14.5
Mickelberry	(518)	(2,598)	NM	34,550	31,647	–8.4
Ogilvy	11,729	14,279	21.7	127,566	150,184	17.7
Full year						
Ally[1]	1,135[2]	2,353	107.3	23,358	26,636	14.0
BBDO	22,64[illegible]	19,615	–13.4	305,269	335,604	9.9
DDB	8,769	6,057	–31	215,574	220,854	2
FCB	17,122	16,377	–4.4	275,537	287,020	4.2
Grey	10,220	10,061	–1.6	204,077	227,026	11.2
Interpublic	32,794	36,557	11.5	644,393	691,491	7.3
JWT	20,478	18,461	–9.8	518,924	569,190	9.7
Mickelberry	1,271	(1,759)	NM	121,240	131,628	5.9
Ogilvy	25,838	30,247	17.1	423,604	490,486	14.4

[1]A&G's fiscal year actually ended June 30, 1985.
[2]Inclusive of the after-tax effect of $405,000 or 18 cents per share related to a bad debt write-off.

But noting that "in the industry's two largest categories, foods and autos, expenditures are up significantly," she noted that "in general, in analyzing the data, the industry appears healthy."

Mr. Dougherty's 1986 estimates call for a 9.5% increase in revenue to $2.86 billion for the major domestic ad agencies. "We expect their domestic revenue from commissions and fees to increase 9.4%, approximating the estimated domestic gains in 1985. These gains are sharply lower than the 18.1% compound annual growth in domestic revenue recorded between 1979 and 1984, reflecting what appears to be a shrinking spread between nominal GNP and total advertising and between total advertising and domestic revenue of the agencies that we follow."

"On the other hand," he said, "we believe that the agencies should produce their sharpest gain in foreign revenues in several years. Contributing to this forecast is a general weakening of the U.S. dollar relative to most of the world's important currencies beginning in the third quarter of 1985."

The big question hanging over the public ad agencies in 1986, however, will be the fate of Foote, Cone & Belding Communications. Long-time ad agency stock analyst Alan Gottesman of L.F. Rothschild, Unterberg, Towbin, noted of the FCB situation, in which Shamrock Holdings continues to increase its shares (AA, March 10): "Are we seeing the first round of takeover fever hit this industry? Probably. Is it a communicable disease caught from the media stocks? Probably. Can an ad agency actually be taken over? The answer is yes, in our view."

But while takeovers have now emerged as a possibility, Mr. Gottesman considered it "only modestly" to be likely. "There are rarely hidden assets, special tax benefits, synergistic promise or other buried treasure" in an ad agency, he said. "Land mines, maybe, but not treasure. The economics are straightforward, but their projection unreliable. And while the staff may stay, the clients may not. A whole-hog investor from outside has less certainty for earning a return in excess of capital costs and risk premiums—considering these stocks' present levels—in the ad agency business than in many other fields."#

Panasonic shifts account to C&W

By BRIAN MORAN

Panasonic has shifted $10 million to $15 million worth of billings for its electronic typewriters and copiers to Cunningham & Walsh from Ted Bates Advertising, in a move that consolidates the company's office-products advertising with one agency.

For New York-based C&W, the move, effective June 1, will more than double the agency's billings from Secaucus, N.J.-based Panasonic.

C&W last summer picked up Panasonic's $5 million-to-$10 million computer products from Grey Advertising due to a potential conflict at that agency.

Bates, New York, continues to handle Panasonic's $25 million-plus consumer electronics account. Bates had held responsibility for typewriters and copiers since three years ago, when the client formed a separate division, Panasonic Industrial Co., to market those products, said Frank Novak, general manager-advertising.

Mr. Novak said Bates' handling of home computer marketer Commodore International Ltd. kept the agency out of the running for Panasonic's computer business and that C&W's recent work on that account helped trigger the present switch.

Panasonic has been expanding its typewriter and copier business and plans several new-product introductions this summer which will receive major ad support via C&W, Mr. Novak said. At the Consumer Electronics Show in January, Panasonic introduced a $229 thermal transfer typewriter that lets users type vertically as well as horizontally.

Grey resigned the Panasonic computer account last August because of a potential product conflict from another client, Lake Success, N.Y.-based Canon USA. Grey continues to handle Panasonic's line of batteries and some industrial video products.#

For the Record

CASTLE & COOKE, San Francisco, has narrowed the review for its $25 million account to incumbents Allen & Dorward and J. Walter Thompson USA; New York shops Della Femina, Travisano & Partners, William Esty Co. and Scali, McCabe, Sloves, and the Los Angeles office of Ogilvy & Mather. Also, C&C has formed Dole Food Co. as a separate subsidiary in a restructuring that puts new emphasis on international marketing.

HASBRO, Pawtucket, R.I., will not make specific toy-line assignments to newly chosen second agency Needham Harper Worldwide (AA, March 10) for about three weeks. More than $15 million in billings is involved. "The bulk" of Needham's work will appear in 1987, though the agency may handle "some" '86 advertising, said Al Carosi, Hasbro vp-marketing. Griffin Bacal, New York, remains Hasbro's primary agency.

TENNECO AUTOMOTIVE RETAIL, Houston, today breaks the first campaign created by SSC&B:Lintas Worldwide, New York, for Tenneco's two North American chains, Speedy Muffler King and Car-X. Four 30-second tv spots, emphasizing the chains' friendliness and fast service, will run in the Midwest and northeastern U.S. and nationally in Canada. SSC&B took over the account from Bozell, Jacobs, Kenyon & Eckhardt.

HAWORTH INC., a Holland, Mich.-based office products company, last week kicked off its first network and cable tv campaign. The $1.7 million effort, touting the strength of Haworth's office furniture, also includes print ads in major architectural and interior design magazines. Korey Kay & Partners, New York, handles.

CORNING GLASS WORKS' consumer products division, Corning, N.Y., is unveiling a $6 million campaign for its Corelle dinnerware. The print effort, breaking in April magazines, highlights the new design of Corelle. D'Arcy Masius Benton & Bowles, New York, handles.

KMG MAIN HURDMAN, New York, the country's No. 9 accounting firm, in a new $1 million print campaign pitches its worldwide presence in 71 countries. Ads will appear in *Business Week*, *Forbes*, *Fortune* and in European business magazines. Saatchi & Saatchi Compton handles.

ED BIANCHI last week was named best commercials director of 1985 by the Directors Guild of America, Los Angeles. The director, who owns Bianchi Films, New York, was cited for "Foward pass," the Diet Pepsi spot with Joe Montana and Dan Marino (via BBDO); American Express Co.'s "Young lawyer" (Ogilvy & Mather), and "Jump" for Procter & Gamble's Bounce (D'Arcy Masius Benton & Bowles).

COCA-COLA USA, Atlanta, has chosen Salt Lake City and New York as the test markets for the April introduction of diet Cherry Coke. National rollout will occur later this year. McCann-Erickson, New York, will support with a multimedia campaign.

TYSON FOODS, Springdale, Ark., has moved its premium frozen chicken dinners into national distribution. The line was in 25% of the U.S. last summer (AA, Sept. 9). Noble & Associates, Springfield, Mo., backs with network tv, couponing and point-of-purchase. Also, Tyson is testing three more chicken entrees expected to join the national line this fall.

DART & KRAFT'S Kraft subsidiary, Glenview, Ill., this month goes national with its six-item Sauceworks line. It has been testing in 10 markets since last fall (AA, Sept. 26). Magazine ads and couponed freestanding newspaper inserts support, via J. Walter Thompson USA, Chicago.

KELLOGG CO., Battle Creek, Mich., has added a peanut butter and jelly flavor to its Pop-Tarts toaster pastry line. Leo Burnett USA, Chicago, handles. Also, Kellogg has replaced Dig 'Em, the bouncy, talking frog who's been hawking its Honey Smacks cereal, with Wally Bear. Network tv, via Burnett, broke March 3.

PROCTER & GAMBLE, Cincinnati, is introducing nationally "Carry and Dispose Pouches" for its Always Maxi and Thin Maxi feminine napkins. Print ads running in April women's magazines are themed "Now it's easier than ever to take Always with you." D'Arcy Masius Benton & Bowles, New York, handles.

A.C. NIELSEN CO., Northbrook, Ill., shows NBC-TV dominating most major age/sex breakouts in prime time in the ratings company's demographic data from Sept. 23 through Feb. 9. NBC also is the only network improving from a year ago in the regularly scheduled prime time programing data. CBS held even with its year-ago adult, teen and children viewers, as ABC declined in all categories but children. Separately, preliminary data for 22 Nielsen and 17 Arbitron Co. markets in the February sweeps books show NBC leading CBS.

ACCOUNT ACTIVITY: **L.A. Helicopter**, Los Angeles, to **Grey Advertising**, Chicago, first agency for the $1 million account launching service from Los Angeles International Airport to nearby locations. . .**Chrysler Credit Corp.**, Troy, Mich., to **Ross Roy Inc.**, Detroit, its first agency. Chrysler Corp.'s automotive financing arm will use trade advertising only this year, with consumer ads starting in 1987. . .**AMF's** American Athletic Equipment division, Jefferson, Ia., to **Lessing-Flynn**, Des Moines, from Fallon McElligott Rice, Minneapolis. . .**Recreation Vehicle Industry Assn.**, Reston, Va., to **Burson-Marsteller**, New York, for a $500,000 pr campaign to boost the image of the rv industry among younger prospects.

WORTH NOTING: **William Hattaway** to chairman-ceo, a vacant post at Red Lobster Inns of America, Orlando, Fla., from president. Succeeding Mr. Hattaway is **Jeffrey O'Hara**, previously exec vp-marketing and development, General Mills Restaurant Group, Red Lobster's parent. . .**Weibel Vineyards**, Mission San Jose, Cal., is starting a nationwide promotion featuring a Napa Valley trip giveaway. Weibel moved its $500,000 account in-house late last year from Flying A Advertising, San Francisco. . .**Carnation Co.**, Los Angeles, is testing Contadina Extra Thick 'n Zesty and Italian-style tomato sauces in Denver and Kansas City, Mo. SSC&B, New York, backs with a tv campaign. . .**Hartmarx**, Chicago, this fall will introduce a new line of Briar contemporary-traditional neckwear under the Racquet Club label. In-house agency Hart Services handles. . .**Home Box Office**, New York, is offering "Comic Relief," a special March 29 benefit program for the homeless, to its affiliates for basic cable carriage. The live show will offer a toll-free phone number for contributions from the nation's 39 million basic cable subscribers. . .**Esquire**, New York, will devote its June issue to "The American man: 1946-1986."